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THE UNIVERSITY OF ALBERTA

CLOTHING VALUES:
A SUGGESTED MEANS OF MARKET SEGMENTATION

(C)

by

Brenda Sternquist Witter

A THESIS

SUBMITTED TO THE FACULTY OF GRADUATE STUDIES AND RESEARCH

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE

OF MASTER OF SCIENCE

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THE UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research, a thesis entitled Clothing Values: A Suggested Means of Market Segmentation submitted by Brenda Sternquist Witter in partial fulfillment of the requirements for the degree of Master of Science.

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Date Dec 11, 1975

ABSTRACT

Clothing Values:

A Suggested Means of Market Segmentation

by

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University of Alberta, 1975

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School of Household Economics

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The purpose of this study was to investigate the relationship of clothing values to consumption. Clothing values were explored as a viable avenue to predict the consumer's advertising preferences and eventually the entities which prompt purchases. The theoretical framework for this study was developed from Kluckhohn's theory of Dominant and Varied Value Orientations. Values are rank order entities which guide man's decisions in life. When an individual is presented with a forced choice decision the position of values guiding the decision will determine the outcome.

A random sample of 122 women was selected from an Edmonton, Alberta shopping center in October, 1975. Three instruments were administered: The Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase Scale. Blishen's Socio-Economic Index was used as an indicator of status.

Spearman Rank Correlation, Kendall Rank Correlation Coefficient, Pearson Product-Moment Correlation and Analysis of Variance were used to analyze the data. Results of the statistical analysis indicated that:

1. A significant correlation resulted between
    a. Clothing Value Scale
    b. Value Oriented Advertising Scale
    c. Reasons for Purchase Scale.
2. A significant inverse relation existed between socio-economic status and
    a. Aesthetics (Clothing Value Scale)
    b. Social Leadership (Clothing Value Scale)

    This finding suggests that subjects higher on the socio-economic status ranked aesthetics and social leadership higher than those low on socio-economic status.
3. No significant relation existed between socio-economic status and
    a. Social Acceptance
    b. Economics
4. No significant differences were discerned when employment groups (employed, non-employed, student) were compared on their mean ranking of values as measured by any of the three scales.

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CHAPTER I

INTRODUCTION

Statement of the Problem

The clothing industry has faced the seasonal problem of locating, identifying and satisfying a perplexingly faceless consumer. By locating homogeneous units in the consumer sector, industry can "customize" the promotion of goods. This approach allows the sellers to designate marketing segments which may require alternate marketing approaches. One problem involved with market segmentation is the identification of sources which create divisions in the market; the type of division will influence segmentation effectiveness. Value systems may indicate a potential means for division based on deeply ingrained cultural structures. Identification based on value structures could indicate consumer preferences, and consumer satisfaction could be augmented by producing goods which are important to the buyer. Both the industry and the consumer may benefit from a mutual exchange of interests. Analysis of values which are important to the consumer could bring the previously unfocused face of the buyer into perspective.

> Values may be instrumental modes of conduct or desirable end states of existence. Hence values direct behavior, and since they are

> organized according to their relative importance in the minds of those who hold and share them, values lead to the establishment of higher and lower priority goal seeking behavior by persons and organizations. Marketers frequently study attitudes and traits to understand behavior, but these are motivational in nature only to the extent that they are positively or negatively instrumental to the attainment of a valued goal. Values are also used to compare alternative modes of action as well as to set standards that influence feedback and control behavior. Consequently values deserve more attention than they have received in marketing literature (Fisk, 1974, p.1).

This study will focus on an individual's values; his clothing values, his reception of advertising appeals which are based on values and value related reasons for clothing purchases.

Justification

The acquisition of material goods can create a depletion of economic and natural resources. The clothing industry has been contrived by changes of fashion; fashion changes and the resulting unsaleable goods may accelerate economic waste. Segmentation of the market could facili-

tate identifying and producing goods which satisfy consumer needs. Production and promotion which have no particular aim are economically wasteful. Location and identification of the market segment allows both the producer and the consumer to analyze market transactions. Responsible production, promotion and consumption reduces the waste of economic and natural resources.

> Responsible consumption eschews wasting of resources. It recycles resources whose consumption utilities have been destroyed and seeks to match individual consumer's demands to the capabilities for supply offered by the environing eco-systems (Fisk, 1974, p.63).

Frank, Massey and Wind (1972) found several criteria which are necessary for evaluating forms of market segmentation. These criteria are:

1. The variables should divide the market into homogeneous units that tend to respond differently to the firm's promotional activities.
2. The variables should be measurable.
3. The variables should be accessible to the firm's promotional activities.
4. The variables should lead to increased profits from segmentation.

This study will be concerned with clothing values and their relationship to consumption. If there are universal

values, these values might be used to divide the population into homogeneous units which would react differently to promotional appeals. Value systems are basic cultural entities which are readily accessible for use in the firm's promotional activities. If a correlation exists between the Clothing Value Scale, (a measure of inferred values) and the reasons for the purchase of a garment, a measure of validity would be obtained. If there is a correlation between the Clothing Values Scale, Reasons for Purchase and the Value Oriented Advertising Scale, then the value formation could provide an accessible promotional activity. A correlation between the Value Oriented Advertising Scale and the Reasons for Purchase should indicate increased profits for the promotional dollar. If the industry could identify the values which motivate the consumer in his purchase of clothing, this would provide a means of segmenting the market and more effectively direct promotional appeals to increase profits.

> Consumption of products and brands is, as has been argued, an important aspect of every day self-preservation. Thus the marketing communicator can tie product attitudes directly to the expression of value oriented needs (Robertson, 1970, p.61).

Social status has been used as a successful means of market segmentation (Carmen, 1965). The similarities which

might exist between homogeneous status levels may be reflected in the value hierarchy, if so social status could be an informative link between consumption capabilities and actual purchases.

Objectives

1. To investigate the relationship between the Clothing Value Scale, Value Oriented Advertising Scale and value related Reasons for Purchase in clothing.
2. To investigate the relationship between clothing values and social status.

Definition of Terms

Value orientations. Complex, but definitely patterned rank ordered principles, resulting from the transactional interplay of three analytically distinguishable elements of the evaluative process - the cognitive, the affective, and the directive elements which give order and direction to the ever flowing stream of human acts and thoughts as they relate to the solutions of common human problems (Kluckhohn, and Strodbeck, 1961, p. 4).

Clothing values. Wishes, desires, interests, motives or goals which an individual considers worthwhile and therefore act as major determinants of attitudes and behavior in relation to clothing choices and usage (Lapitsky, 1961).

Social class. Individuals in a society or community that possess relatively equal status or prestige. Operationally defined as the score assigned to an occupation

based on Blishen's Socio-Economic Index (1961).

Market segmentation. The process of designing or featuring a product or service so that it will make a particularly strong appeal to some identifiable subpart of a total market (Foote, 1954, p.269).

CHAPTER II

REVIEW OF LITERATURE

The items in life which are important to an individual are part of a value system. General values influence choices made during most situations; clothing values influence choices which involve clothing based decisions. Research for fashion promotion might use value based advertising and market segmentation to provide more meaningful promotion and production of goods. The resume of research which has been conducted in this area will be organized into two areas: Value Orientations (General Values and Clothing Values), and Fashion Promotion (Advertising and Market Segmentation).

Value Orientations

Research has been conducted in both the areas of general values and clothing values. The theories involved with the general value system form a basis for the ensuing explanation of clothing values.

General Values

The study of values has led to diversified opinions about the definition, formation and function of the value system in human experiences. Values have been explained as an individual's idea of conditions and objects that give meaning to life and present reality as he thinks it

should be (Kohlmann, 1962). Values originate from the person's experiences in the world and conversely, values determine the actions or reactions in which the individual will engage when confronted with those experiences (Duskin, 1970; Kluckhohn, C. 1954). When the human organism is confronted with a decision making experience, the degree of applicability this event has to a value will determine the degree of influence the value will create (Combs and Snygg, 1959). The clearer values are to an individual, the more likely they are to influence behavior. Studies by Combs and Snygg (1959) indicate that values differ greatly in the degree of clarity with which they are perceived. Those values which are precise in the individual's perceptual organization are more likely to influence behavior.

> Man's long time preferences, his deep-rooted tastes and interests, his objects of respect and reverence are his values. He makes decisions on the basis of them (Greiger, 1947, p.167).

Behavior is also influenced by the value system hierarchy. Values are thought to run in a continuum from most to least important and the arrangement is susceptible to alteration as the organism matures (Rogers, 1962). An individual's value system is much like an organized set of rules which are used for making

choices and for resolving conflicts (Rokeach, 1968). Those values which are high in importance to the individual should supersede other values in a forced choice decision process.

> One advantage we gain in asking subjects to rank-order a set of positive values for importance is that the subject, having little or no awareness of the psychological significance of his responses, has little or no reason to disguise them (Rokeach, 1968, p.172).

Murray (1938) believed that the needs which an individual experiences are in direct response to a value. Kluckhohn (1956) differed in opinion; she believed that needs can both arise from, and create a value, serving partially as an inhibitor and partially as an aid in satisfying needs. The individual who satisfied his needs, and identified and fulfilled values was known as a self actualized person in Maslow's (1954) framework.

The development pattern of value orientation has not been firmly established. Sex differences may affect the way in which values are established; girls tend to accept the views of parental authority and boys tend to go through a period of defiance (Wolman, 1973). Riesman (1950) identified an appearing sub-culture which was partially created and influenced by the emphasis on youthfulness. This sub-culture was oriented toward self gratification, daring sexual adventure and a desire for privacy; new

roles, attitudes and values have appeared in the sub-culture (Keniston, 1962). Along with the new values and roles a "value vertigo" has formulated (Toffler, 1970); rapid transition perpetuated by increased technology has created a society where the individual can not look to the past for answers, but must rapidly adjust to the changing environment.

Although value systems influence human activity to a large degree, the number of values are relatively few. (Allport, Vernon and Lindsey, 1931; Kluckhohn and Strodbeck, 1961; Prescott, 1957; Rokeach, 1968; Spranger, 1928). Prescott (1957) hypothesized that there were no more than six major values. Identification of these major values has been attempted by several researchers. Six basic types of men were indicated by Spranger (1928), he identified men by a study of their values, instead of by their accomplishments or deeds. These types were: aesthetic, economic, political, religious, social and theoretical. Allport, Vernon and Lindsey (1931) used Spranger's divisions for their study of values. Rokeach (1968) believed that human values could be divided into two categories: instrumental and terminal. Instrumental values are single beliefs which are personally and socially preferable, whereas terminal values are end-states of existence for which striving is personally worthwhile.

Theory of Value Orientation

Florence Kluckhohn (1950) developed a value orientation theory and an instrument based on this theory of dominant and varied value orientations.

> Value orientations are complex but definitely patterned (rank ordered) principles, resulting from the transactional interplay of three analytically distinguishable elements of the evaluative process--the cognitive, the affective, and the directive elements--which give order and direction to the everflowing stream of human acts and thoughts as these relate to the solution of "common human problems" (Kluckhohn and Strodbeck, 1961, p.4).

An individual's ideas of conditions and objects that give meaning to life and reality, as he thinks it should be, contribute to the formation of values. Three basic assumptions accompany the classification of value orientations. The first assumption is based on the identification of universal human problems, which require solutions. The second assumption is based on the variability of the solutions to those problems, and the third assumption is that all alterations in repetitive answers to the problems are found in each society, in one form or another. Each society has a foremost value orientation to satisfy each of the universal human problems but other values are interchangeable. Kluckhohn (1950) defined five human problems which influence value orientations.

These five problems are:

1. What is the character of innate human nature?
2. What is the relation of man to nature and supernature?
3. What is the temporal focus of human life?
4. What is the modality of human activity?
5. What is the modality of man's relationships to other men?

These three basic assumptions and the five human problems form the network of Kluckhohn's theory of value orientation. The web surrounding man's value structure is comprised of emotions, reflexes, and cognitive concepts (Williams, 1960), which result in thought and process forming behavior. Clothing value systems can reflect the operational application of these concepts.

Clothing Values

Research into the factors which influence clothing consumption is of vital importance to those who promote and produce clothing. Early studies by Hurlock (1929) in this area, using data received from a questionnaire, indicated that practical factors such as usefulness and cost of a garment were primary reasons for purchase. Comfort, conformity, economy, aesthetics and self-expression were reported so frequently in Barr's 1934 study that she regarded these elements as universal values. The desire to conform was the most prevalent attitude. Aesthetic, religious and theoretical values ranked higher than social, political and economic values in a study conducted by

Hoffman (1956) and the clothing practices of half of the subjects were found to be affected by community standards or by their immediate social group.

Lapitsky (1961) provided a major link in the field of clothing values by delineating major clothing values and developing an instrument to measure these values. The framework developed by Allport, Vernon and Lindsey (1931) provided the basis for Lapitsky's designation; aesthetic, economic, political and social values were used in the instrument. The social value was separated into two units: regard for mankind and desire for social approval or conformity. The theoretical and religious values were not used as clothing values. The aesthetic value was found to be the highest ranking value.

In 1963, Creekmore expanded the Allport, Vernon and Lindsey (1931) A Study of Values to include two additional general values, the sensuous [stimulation of the senses at a physiological level] and the exploratory [spontaneous curiosity]. Creekmore found that clothing was used as a means to gain status; conformity was inversely related to social position. She used Hollingshead's (1958) method and found that social position affected the score on aesthetic concern and status symbol use of clothing. Individuals from high social classes regarded clothing as a tool to achieve personal goals and ranked high on the status use of clothing. Mendoza (1965) produced a cross-cultural study using

measures devised by Creekmore (1963), Lapitsky (1961) and Kluckhohn (1956). Results indicated that clothing values parallel general values (Creekmore, 1963; Dunlap, 1971; Lapitsky, 1961; Mendoza, 1965; Walker, 1968).

The socio-economic status of individuals influenced clothing expenditures. Status may be enhanced through the use of clothing (Cobliner, 1950; Veblen, 1912). Upwardly socially mobile individuals have been found to attach more importance to clothing as a means of achieving success (Vener, 1953), also upwardly mobile women were found to prefer non-conforming clothing more than non-mobile women (Gates, 1960). Aesthetics was found to be high in importance, based on the results of a study using the upper class high school students (Bjorngaard, 1962).

Kernaleguen (1971) produced an Inferred Values of Clothing Inventory to measure the relative importance of five basic clothing values. These five values were: self expression, aesthetic, economic, comfort (physical and psychological), and social (acceptance and leadership). The Inferred Values of Clothing Inventory was used by Dowdeswell (1972) to evaluate the adjustment of women to pregnancy, and Crown (1975) used the scale to examine the relationship of clothing values to color discrimination and acceptance of fading by consumers. The social value was found to be low in all of the previous studies. Theberge and Witter (1975) produced the Clothing Values

Scale, in which subjects indicated a rank order for seven descriptive stories, each focusing on a different value orientation. The instrument was a refinement of the measure used by Kernaleguen (1971).

In summary, the study of general values has been extensive: social sciences including anthropology, sociology, psychology, business and economics have been concerned with the structures which guide man's decisions. The study of clothing values has been fragmented because of the lack of uniform instruments and agreement about the basic clothing values.

Fashion Promotion

Communication results when ideas are presented to a perceptive receiver. Advertising and market segmentation are two areas which are important to the process of fashion diffusion. Advertising can inform, persuade and reassure the consumer of purchase possibilities. Market segmentation is used to define homogeneous units which are receptive to the media. Resources can be wasted if the product or promotion does not correspond with what the individual considers valuable.

Mass communication, marketing and dissemination of fashion information has altered the typical fashion promotion process. The verbal and visual information concerning garment changes has reached the nearly non-existent dissemination lag (Carmen, 1965). Information is rapidly conveyed from the manufacturer to the consumer. The

trickle-down theory, which was once used to explain fashion change, suggested that the fashion process was a vertical flow (Barber and Lobel, 1952; Nystrom, 1928; Simmel, 1904; Veblen, 1912). Fashion was first promoted by the upper socio-economic class as a way of indicating their distinctiveness and exclusiveness (Veblen, 1912). Lower classes emulated the fashion leaders until the style infiltrated the social hierarchies; it was then abandoned and the elite group projected a new style.

The concept of vertical flow theory was challenged by Charles King (1968). King acknowledged that the trickle down theory may have been evident in Veblen's time but mass marketing and communication systems and the breakdown of class structures impede the vertical flow process. A form of social contagion results from the introduction of new fashions and a "trickle-across" process results. The early buyers in this theory are not the upper class individuals or the dominant buyers. Research conducted by Lazarsfeld (1958) substantiated King's horizontal rather than vertical theory of fashion movement. Each status group has its own opinion leaders. In a study of 800 women in Decatur, Illinois, Lazarsfeld found almost equal numbers of opinion leaders in all status levels. There are two sound reasons for the tendency to status-bound, horizontal marketing leadership.

1. Women of like status have similar budgetary problems and limitations; therefore it is natural that they

would refer to members of their own group for purchasing advice.

2. Stores and shopping centers tend to cater somewhat to women of one particular status group. In the course of shopping therefore, when immediate marketing advice is needed, the women on hand to provide advice are likely to be of a similar status.

Lewin (1965) examined the effect of group influence on consumer behavior. He found that when consumers could interact as a group, the transition towards unfamiliar products was easier than when there was no interaction. Group processes came into play as a reinforcer to the normative behavior.

The trickle-down theory, although once the standard explanation used for fashion change, has become nearly obsolete because of the rapid communication of style changes. Peer groups rather than the aristocracy seem to provide fashion information and horizontal rather than vertical marketing information planes result.

Advertising

Advertising is one of the forms of communication which is used to disseminate fashion information. Although advertising has been accused of creating ostentatious consumer wants, it also provides an integral educational link from manufacturer to buyer. Mass media stimulates consumer demand, by making the public aware of innovative

alternatives (Lang and Lang, 1962), but consumer acceptance or rejection is crucial in fashion success or failure (Horn, 1968; Jarnow and Judell, 1965; Troxell and Judelle, 1971). It is the purpose of fashion communication to stimulate consumption of the goods which have been produced.

Segmentation of the market society could provide more flexible and effective persuasibility campaigns. The relationship of social class structure to selected human values has been explored by various authors. Carmen (1965) found that those in the upper class desire self-expression in their employment and activities, whereas security was a value that was very important for the lower class consumer. Social confidence was found to be a basis for persuasion (Wright, 1975); fashion reduced risk and fashion conformers were hypothesized to be reducing the chance of error (Reynolds, 1965).

Cox (1961) maintained that certain groups of people would be predisposed to be influenced more by one kind of communication or appeal, than by another.

> Just as certain people are predisposed to expose themselves selectively to certain kinds of communications and to avoid others, they are also predisposed to being influenced by some types of communications and appeals and not by others. Within that group which is predisposed toward a particular product,

> some individuals or sub-groups will be more pre-disposed to be influenced by certain kinds of appeals, while others will be predisposed by different kinds of appeals (Cox, 1961, p.164).

High fashion magazines are the source of ideas for fashion innovators (Katz and Lazarsfeld, 1955; Pasnak and Ayres, 1969); but personal contact rather than the mass media was found to be the agent of change in the diffusion of fashion (Katz and Lazarsfeld, 1955; Rogers, 1962). Each socio-economic class has its fashion leaders (Grindering, 1967; Katz and Lazarsfeld, 1955), who independently process mass media fashion innovations and in turn influence their peers in face-to-face situations (Katz and Lazarsfeld, 1955; Rogers, 1962).

Market Segmentation

> . . .most of the applications of the social class concept in marketing stemmed from a belief that consumers within one social class hold similar attitudes, value systems and moral codes, hence form a market segment reached by the same appeals, through the same media, and through the same retail outlets (Carmen, 1965, p.11).

Yankelovich (1964) proposed using buyer attitudes, motivations, values, aesthetic preferences, and degree susceptibility to change as bases for market segmentation.

Various types of market segmentation have been suggested. Segmenting people according to their reaction to situations comprised one form of psychographic[personality and life style]market segmentation.

Frank, Massy and Wind (1972) provided a basis for determining the effectiveness and limitations of descriptor variables for consumer marketing. Some of the variables which were indicated were: socio-economic status, demographic, personality, and attitude measures. Descriptor variables play a special role in market segmentation, partly by facilitating the development and implementation of strategies aimed at allocating marketing resources; advantage could then be taken of heterogeneity in consumer behavior.

In a study conducted for a new business prospect who manufactured woolen clothing, four segments of the market were identified by using psychographics. The four segments represented 38%, 22%, 33% and 7% of the female heads of households. The major distinctions of the three largest segments were:

Segment	Buying Incentive
1.	Clothing which is easy to take care of, comfortable, modern and good value to go with their liberal non-home family orientation.

2. High quality clothing that is durable because it's made of natural fibers, clothing that offers comfort, variety and total look that reflects her conservativeness and active family-community life.

3. Clothing that is 'up-to-date', stylish, high fashion and fun to wear (Wells, 1974, p.15).

Since segment 4 was so small (7%) only three segments were used in the study. Segment 1 possessed attitudes which were essentially negative about wool, they valued easy care, economical clothing.(Synthetics are preferable to wool in these areas.) Segment 2 was identified as the most probable prospect for positive reaction to the wool campaign. They preferred durable high quality clothing. Segment 3 presented a probable sales group although the reactions to wool were not quite as favorable as those of Segment 2. Advertising layouts were designed to illustrate how the segmentation information would be used. The advertisement for Segment 2 emphasized comfort and traditional conservatism, "For the woman who doesn't want to squeeze her life into a mini-skirt." The advertisement for Segment 3 was oriented toward the fashion conscious woman, its headline was, "The only thing square about Lamberton [wool] is the label."

Segmentation by social class using differentiated products, pricing and promotion, and channel strategies, can be a useful marketing strategy (Carmen, 1965; Coleman, 1961; Jain, 1975; Levy, 1966; Martineau, 1957; Robertson, 1970). Social class was found to affect the type of dressing worn by women while shopping for clothing (Stone and Form, 1957); the women of higher social positions were more likely to shop in larger cities outside of the local community and to dress up when shopping.

High fashion magazines influence fashion innovators and these innovators in turn affect their peers in physical encounters. The advertising of fashion stimulates consumer awareness of seasonal stylistic changes. Market segmentation which uses value systems as the divisional unit could provide a basis for a more efficient fashion promotion. Foote (1967) suggested that market segmentation in a competitive society is in the interests of both consumer and industry by offering the consumer more acceptable choices.

> Like any deal, market segmentation is good business only when both parties to the transaction benefit. Market segmentation is thus in effect a logical extension of the basic principles of marketing (Foote, 1967, p.271).

CHAPTER III

METHODS AND PROCEDURE

Included in this section are the theoretical framework, hypotheses, procedures, selection of the sample, description of the instruments and methods used for analysis of the data.

Theoretical Framework

Kluckhohn's (1950) work provided the theoretical framework on which this study was based. Kluckhohn's theory of value orientation is based on the premise that human values are arranged in a rank order formation. The position that a particular value occupies in the hierarchy should influence the individual's decisions in a forced choice situation. Preferences yielded by those alternatives may be used in the consumer decision making process. Based on the review of literature general values and clothing values form parallel structures.

Hypotheses

For statistical purposes, the hypotheses will be stated in the null and alternate forms.

1. H_O: There will be no significant correlation between the Clothing Value Scale and Reasons for Purchase.

   H_A: There will be a significant correlation between the Clothing Value Scale and Reasons for Purchase.

2. H_O: There will be no significant correlation between the Clothing Value Scale and the Value Oriented Advertising Scale.

   H_A: There will be a significant correlation between the Clothing Value Scale and the Value Oriented Advertising Scale.

3. H_O: There will be no significant correlation between the Reasons for Purchase and the Value Oriented Advertising Scale.

   H_A: There will be a significant correlation between the Reasons for Purchase and the Value Oriented Advertising Scale.

4. H_O: There will be no significant correlation between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase.

   H_A: There will be a significant correlation between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase.

5. H_O: There will be no significant relation between socio-economic status and the position of the aesthetic value in the rank order formation.

   H_A: There will be a significant direct relation between high socio-economic status and the position of the aesthetic value in the rank order formation.

6. H_O: There will be no significant relation between the socio-economic status and the position of the social leadership value in the rank order formation.

   H_A: There will be a significant direct relation between the high socio-economic status and the position of the social leadership value in the rank order formation.

7. H_O: There will be no significant relation between socio-economic status and the position of social acceptance in the rank order formation.

   H_A: There will be a significant inverse relation between socio-economic status and the position of social acceptance in the rank order formation.

8. H_O: There will be no significant relation between socio-economic status and the position of the economics value in the rank order formation.

   H_A: There will be a significant inverse relation between socio-economic status and the position of the economics value in the rank order formation.

9. H_O: Employment outside of the home will not affect the individual's ranking of values.

   H_A: Employment outside of the home will affect the individual's ranking of values.

Procedures

1. Select the sample.

2. Administer the following instruments:
   a. Background Information
   b. Clothing Value Scale
   c. Value Oriented Advertising Scale
   d. Reasons for Purchase Scale
3. Analyze the results descriptively and statistically.
4. Interpret the findings with reference to the theoretical framework.

Selection of the Sample

The sample consisted of 122 Edmonton, Alberta women; selected during the process of shopping. The selection of the sample and the administering of the instruments took place in the mall area of Southgate, a shopping center, in Edmonton. Every tenth woman was approached and asked if she would be willing to take part in a consumer study. The subject was informed that the test would require approximately five minutes and the results would be treated as confidential information. A tally was kept to compute the refusal rate. To obtain a cross section of the population, testing took place every day for one week during the regular store shopping hours in October 1975. The testing took place for approximately four hours each day, the testing times were alternated so that a particular block of time was not used every day.

Description of the Instruments

Background Information

1. Occupation
2. Husband's or father's occupation (if applicable)
3. Age Group

1. ____ Under 14	7. ____ 30-35
2. ____ 15-17	8. ____ 36-41
3. ____ 18-20	9. ____ 42-47
4. ____ 21-23	10. ____ 48-53
5. ____ 24-26	11. ____ 54-59
6. ____ 27-29	12. ____ 60-65
	13. ____ Over 65

How to you become aware of fashion change? (Check one answer)

____Magazines

____Talking to friends

____Talking to relatives

____Catalogues

____Television

____Newspapers

____Others, specify _____

Clothing Values Scale

The Clothing Values Scale is a forced choice test comprised of seven stories, presented on separate cards. Each story is a paragraph describing an individual with one of the seven value orientations. The stories are identified by the name of the woman who is described in the paragraph.

(Appendix A) The subject was asked to rank the stories in order from most like her to least like her. A reliability of tau=.73 was established in a test-retest situation with a college age female population. A validity of tau=.57 resulted when the individuals were asked to list their values, and this ranking was correlated with the results for the Clothing Value Scale (Theberge and Witter, 1975). Values used for the Clothing Values Scale were:

Self-expression: communicating individually through clothing, operationally defined as Nancy.

Aesthetic: seeking beauty in clothing, operationally defined as Ann.

Economic: seeking maximization of resources through clothing, operationally defined as Sandy.

Psychological comfort: seeking well being of mind through clothing, operationally defined as Pam.

Social acceptance: seeking membership in specific groups through clothing, operationally defined as Sue.

Physical comfort: seeking well being of the body through clothing, operationally defined as Debby.

Social leadership: seeking recognition from others through clothing, operationally defined as Candy.

Value Oriented Advertising Scale

The Value Oriented Advertising Scale is a forced choice comparison of seven sets of three lines of advertising copy. The subject was shown an illustration of a model and garment taken from a non-fashion based advertisement,

so that the subject would not be biased by associations with previous lines of copy. The subjects were asked to select the line of copy which they felt was the best. Each of the lines of copy represented a particular value orientation for clothing. Each illustration was designed to receive ten points, all of the scores could be assigned to one line of copy or the scores could be divided, in some way between the three lines of the copy. The lines of copy were related to a value orientation and were adapted from current fashion advertisements. A panel of judges selected the 21 lines of copy from a series of 75 statements as best depicting the seven value orientations. The illustrations were chosen so as not to suggest a particular value orientation, but to let the subject select the line of copy which projected her value orientation. The same panel of judges examined the illustrations to determine if they were free from suggestion of a particular value. The scores compiled from the Value Oriented Advertising Scale were used to form a rank order (ordinal) formation for the seven value orientations. (Appendix B)

Blishen's Socio-Economic Index

This index based on 320 occupations in Canada, was selected because it is the only Canadian oriented measure of social economic status. The scores range from 23.36 to 76.69; a high score indicates a high social economic standing. The index was first developed in 1951, using

education and income characteristics of individuals engaged in various occupations. The study was updated in 1961 to include a total of 320 occupations. The only information required for using this index is the subject's occupation. Only male occupations were included since the test assumes that the husband's occupation determines the family's social status. In this study when the woman was not married, and not living in a home where the money was earned by a male, the woman's occupation was used to determine the status. Question #2 of the Background Information questionnaire (page 25) was designed to obtain the socio-economic status.

Reasons for Purchase

The subjects were asked to rank order seven value related reasons for their most recent clothing purchase. Those reasons were used to form a rank order (ordinal) formation for the seven value orientations. (Appendix C) The reasons for purchase were formed by using the definitions for each of the value orientations. The correlation for this instrument and the Clothing Value Scale should provide a validity measurement. The Clothing Value Scale measures inferred value hierarchies and the Reasons for Purchase Scale indicates the consumer's direct value hierarchy for a specific situation.

Directional Rating of Variables

Table 1 gives the directional rating of the variables and the possible range of scores.

Table 1

Directional Rating of Variables

Variable	Range	High Score	Low Score
Clothing Value Scale	1-7	Low importance	High importance
Value Orientated Advertising Scale	1-7	Low importance	High importance
Reasons for Purchase	1-7	Low importance	High importance
Blishen's Socio-Economic Scale	23.36-76.69	High status	Low status

Analysis of Data

The data were analyzed using descriptive and statistical techniques. Background information on all subjects was tabulated according to frequency distributions; percentages were reported.

Correlations between the rank order measurements were analyzed using the Spearman rank correlation (Rho) and Kendall rank correlation coefficient (tau). This technique was used to test hypotheses 1, 2, 3, and 4. Hypotheses 5, 6, 7, and 8 were tested using a Pearson Product Moment Correlation. A one-tailed test was used to determine the significance of the correlation coefficients. Analysis of variance was used to test the differences in mean rankings for the values of working, non-working and students in Hypothesis 9. The significance level of $p < .05$ was used throughout the study.

CHAPTER IV

FINDINGS

Descriptive and statistical analysis of the data will be presented in this chapter. Various statistical techniques were employed to test the hypotheses designed for this study. Description of the Sample, Spearman Rank Correlation, Kendall Rank Correlation, Pearson Product Moment Correlation, Analysis of Variance and Acceptance-Rejection of Hypotheses will be used for subheadings in this chapter.

Description of the Sample

The sample for this study was selected from a female population in an Edmonton shopping center during the second week in October 1975. Each day for one week every tenth woman was approached and asked if she would be willing to take five minutes to participate in a consumer study. The questions were described as non-threatenting and anonymity was guaranteed. A table and chairs were provided for the subjects. Although the testing took place in the center aisle of the mall area, an attempt was made to segregate the subjects from the passing crowd with movable decorator arrangements. A tabulation kept of refusals revealed that 36% of the individuals approached declined to participate in the study. Many of the individuals who refused to take part in the study were shopping with children, husbands or

friends and were reluctant to ask their companion to wait while they completed the test. The time required to complete the instruments varied from two minutes to twenty minutes; most of the subjects finished the instruments in 5-6 minutes. A total of 127 women participated in the study. Five subjects were eliminated due to misunderstanding the directions. The total sample, therefore consisted of 122 women.

Table 2 contains the mean, median, mode, standard deviation, range, possible range and skewness for age and socio-economic status. The distribution curve for age was skewed positively (.55). This did not depart radically from the position of a normal distribution. The combined socio-economic status was also slightly (.67) positively skewed. The socio-economic status was divided into three classifications: female socio-economic status, male socio-economic status, and a combined measure. In the combined measure the socio-economic status for the male was used in all of the cases except where the female was working and there was no male employment, in which cases the female's socio-economic status was employed. In 14 cases, no type of employment was reported. These subjects were deleted from analyses of socio-economic status because a score of 00.00 would not accurately represent the status of the unemployed individual and indepth case histories were not feasible.

The mean socio-economic status (SES) for the females revealed a slightly lower figure (45.63) than the mean male SES (47.65). The combined SES (46.18) fell midway

Table 2

Distribution Characteristics for age and Socio-Economic Status.

Characteristic	Mean	Median	Mode	Standard Deviation	Range	Possible Range	Skewness of Distribution
Age Group N=122	5.15 (24-26)	4.71 (21-23)	3.00 (18-20)	2.60	1-11	1-13	.55
Female Socio-Economic Status N=66	45.63	42.57	42.57	11.87	29.43-76.01	25.36-76.69	1.11
Male Socio-Economic Status N=76	47.65	43.70	40.23	16.14	27.86-76.44	25.36-76.69	.43
Combined Socio-Economic Status N=108	46.18	42.57	39.66	14.70	27.86-76.44	25.36-76.69	.67

between the other two measures. The range for the female population (29.43-76.01), was slightly less than the range for the male SES (27.86-76.44), and the combined range for the SES resulted in the same figure as the male SES (27.86-76.44). Table 3 shows a comparison of the mean and standard deviation obtained for this study and those obtained by Blishen (1961) for an Alberta sample.

Based on 1971 census tracts, Southgate Shopping Center is in an area bordering high income areas (Appendix D). The economic location of the shopping center could have affected the distribution of socio-economic status; skewing the distribution to the right.

Table 4 represents the frequencies and percentages of subjects which fell into each of the three categories: working, non-working and students. The largest percent (54.1) of the subjects were employed, the percentage of students and non-working individuals was equal (23.0).

Magazines were found to be the media which most often influence fashion change (Table 5). The second most frequent response was the "other" category. In the case of "other" responses, subjects were asked to be more specific; a large percentage designated shopping as the major fashion information gathering system. "Talking to Friends" was checked by 16.4 percent of the subjects, and catalogues were indicated by 10 percent of the subjects as providing the most information about fashion change.

Table 3

Comparison of Socio-Economic Status Index

for two samples

Blishen (1961) and Witter (1975).

Sample	Mean	Standard Deviation
Blishen (1961)	39.20	12.64
Witter (1975)	46.18	14.70

Table 4

Frequency and Percentage Distribution of Sample According to Employment Groups.

Group	Frequency	Frequency Percent
Working	66	54.1
Non-working	28	23.0
Students	28	23.0
Total	122	100.0

Table 5

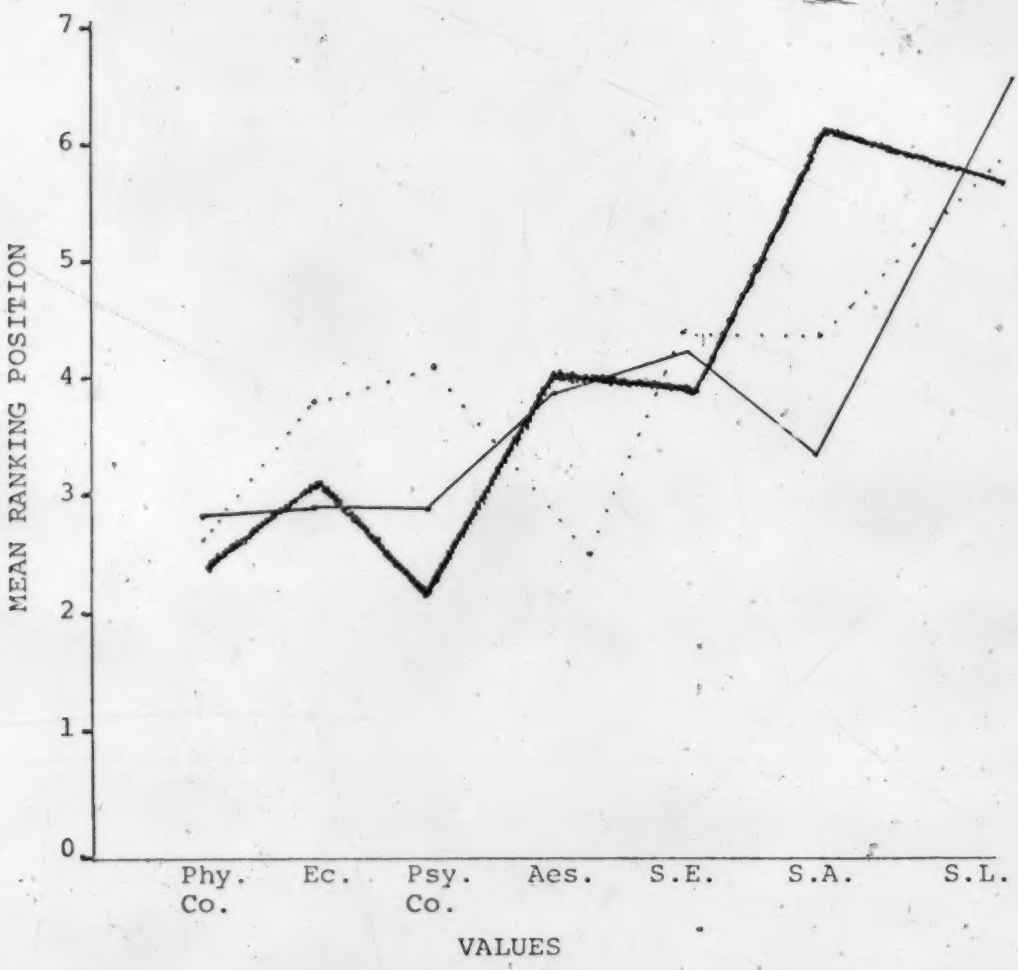
Frequency and Percentage Distribution of Sources of Fashion Information in Order of Importance

Information Device	Frequency	Frequency Percent
Magazines	57	46.7
Other (shopping)	21	17.2
Talking to Friends	20	16.4
Catalogues	13	10.7
Newspapers	6	4.9
Television	5	4.1
Talking to Relatives	0	0.0
Total	122	100.0

Figure 1

Mean Ranking Position of Values for Clothing Value Scales, Value Oriented Advertising Scale and Reasons for Purchase

N=122



——— = Clothing Value Scale

——— = Reasons for Purchase

..... = Value Oriented Advertising Scale

Kendall Rank Correlation Coefficient

A Kendall Rank Correlation Coefficient (tau) was used to test the relationship between data from the three instruments. The Kendall test is one of association requiring variables which are measured on at least an ordinal scale. Value rank order formations present such a scale. Table 6 presents the results obtained from this analysis, correlations significant at the $P < .001$ level existed between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase Scale.

In determining the validity of a measure the researcher is determing whether the variable being measured is indeed the one that should be measured. By correlating the rank order formation of the inferred values (Clothing Value Scale) with the definitions for the values (Reasons for Purchase) a validity evaluation may be made.

Reliability of measurement indicates the consistency of independent but comparable measures of the same individual, group or situation.

> Equivalence (reliability) involves arriving at consistent results from two parallel measurements used with the same individuals at approximately the same time (Compton, 1972, p.204).

The correlation of the three instruments provided a reliability measurement for the value rankings.

Table 6

Kendall Correlation Coefficient (tau)
Probability Levels for Clothing Value Scale,
Value Oriented Advertising Scale
and Reasons for Purchase

	Value Oriented Advertising Scale	Reasons for Purchase
Clothing Value Scale	tau .240 (.001)*	tau .337 (.001)*
Value Oriented Advertising Scale		tau .264 (.001)*

N = 854

df = 853

* = $p < .001$

Spearman Rank Correlation

Table 7 represents a Spearman Rank Correlation (r_s) analysis of the individual values in each of the instruments. A stronger correlation resulted from the pairing of the Clothing Value Scale and Reasons for Purchase than any other combination. The correlation of these two measures provided a type of validity measurement. Sixteen of the twenty-one associations resulted in significant correlation coefficients.

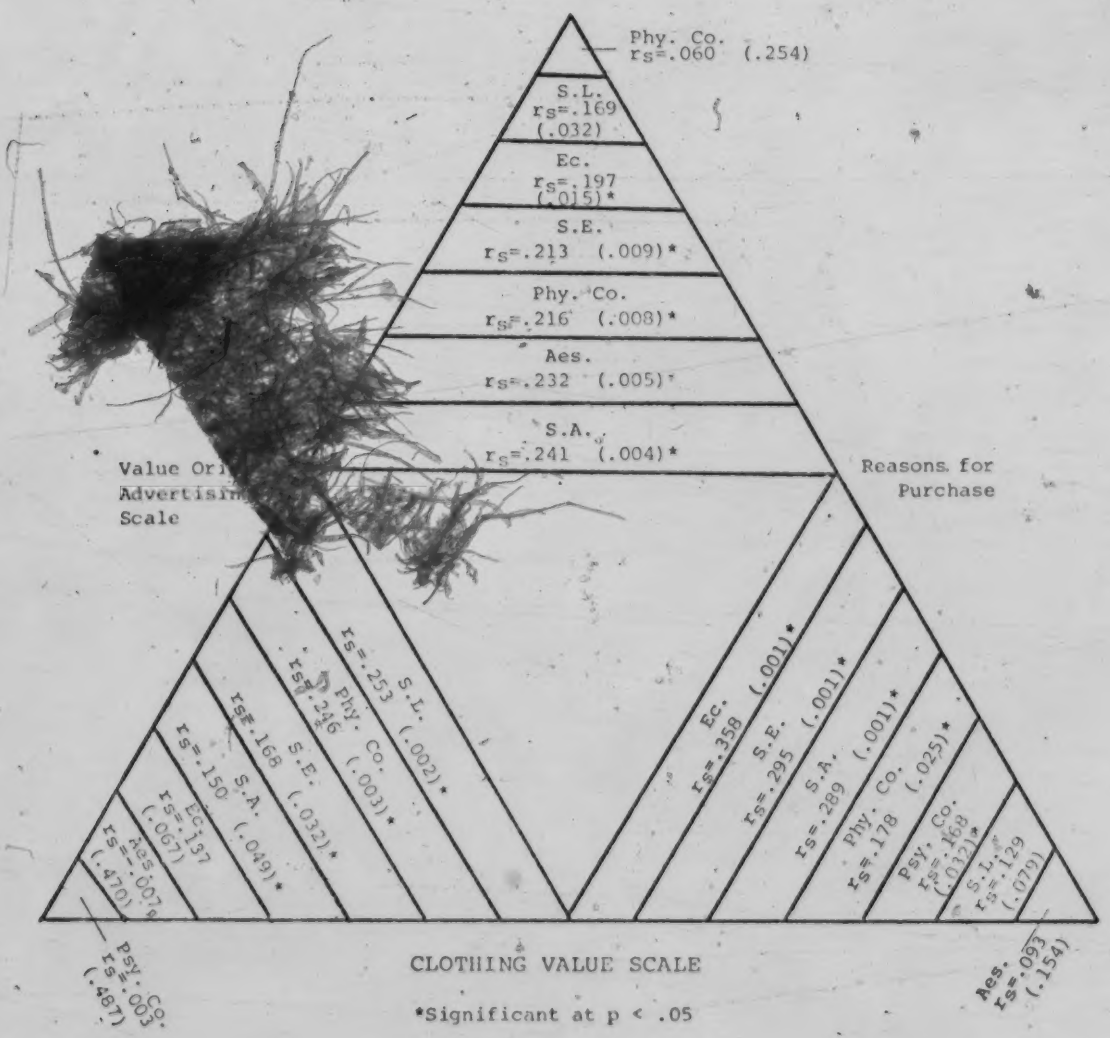
The efficiency of the Spearman Rank Correlation (r_s) compared with the most effective parametric correlation, the Pearson r, is about 91 percent (Siegel, 1956). If a correlation between two variables exists in a population with 100 cases, the Spearman measure will reveal that correlation at the same level of significance which the Pearson r would attain with 91 cases.

Pearson Correlation Coefficient

A Pearson Correlation Coefficient (r) was computed to test the relationship of socio-economic status to various values (Table 8). A significant inverse relationship resulted between socio-economic status and both aesthetics (p=.002) and social leadership (p=.022) on the Clothing Value Scale. None of the other variables were significantly related to SES although psychological comfort (p=.071) on the Clothing Value Scale, physical comfort (p=.09) on the Value Oriented Advertising Scale as well as social acceptance

Table 7

Spearman Rank Correlation Coefficients (r_s) and Significance Levels for Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase
N = 122



CLOTHING VALUE SCALE

*Significant at $p < .05$

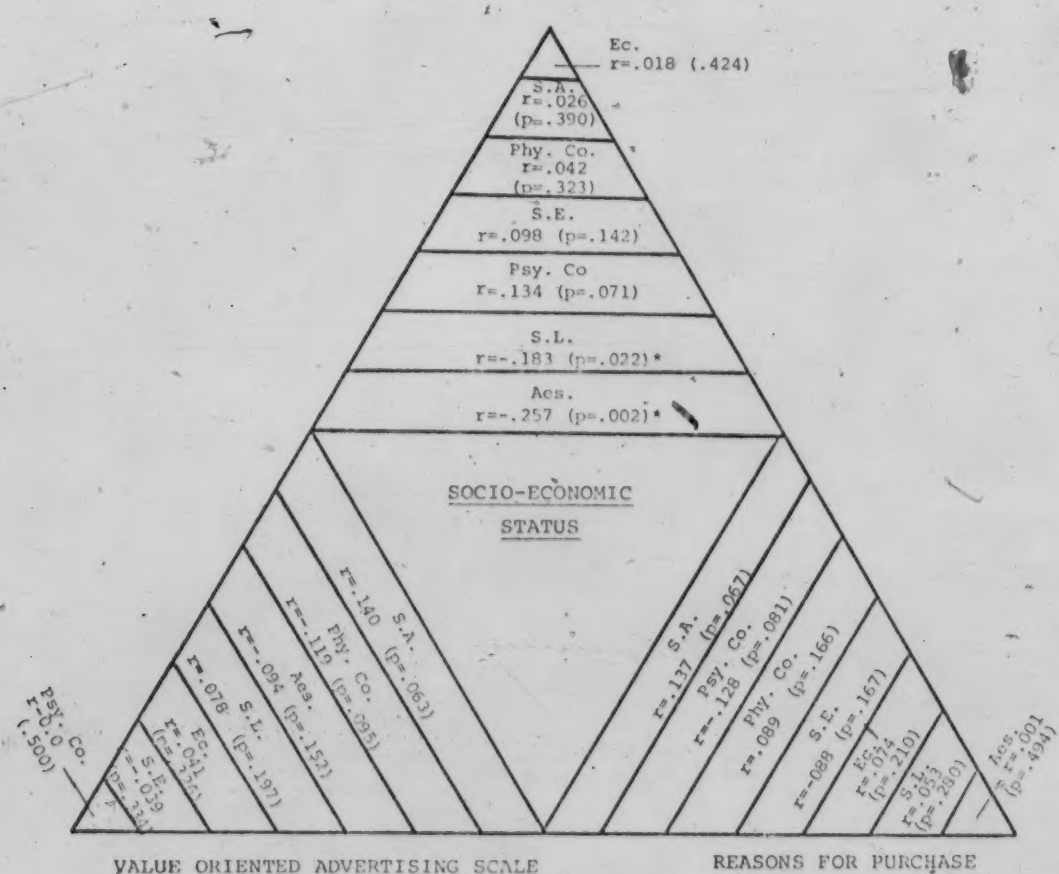
Table 8

Association between Socio-Economic Status and Clothing Values.

Pearson Correlation Coefficients and

Significance Levels
N=122

CLOTHING VALUE SCALE



VALUE ORIENTED ADVERTISING SCALE

REASONS FOR PURCHASE

*Significant at $p < .05$

on both the Value Oriented Advertising Scale (p=.063) and the Reasons for Purchase Scale (p=.067) approached significance with the SES.

Analysis of Variance

The analysis of variance procedure provides:

> An objective criterion for deciding whether the variability between groups is large enough in comparison with the variability within groups to justify the inference that the means of the population from which the different groups were drawn are not the same (Spence, 1968, p. 15).

The statistical procedure of analysis of variance is based on the following assumptions (Kirk, 1968, p. 43):

1. Observations are drawn from normally distributed populations.
2. Observations represent random samples from populations.
3. Population error variances are equal.
4. The numerator and denominator of the F ratio are independent.

Various authors (Ferguson, 1959; Minium, 1970; Pearson, 1931; Winer, 1962) have indicated that these assumptions are robust and the results of the analysis should not be affected by reasonable departure from normality and homogeneity. Kirk (1968) indicated that "unless the departure from normality is so extreme that

it can be readily detected by visual inspection of the data, the departure will have little effect on the probability associated with the test of significance" (p.61). Analysis of variance has been reserved for data measured on at least an interval scale. The problem of "weak measure" orientation has affected sociological research because the data are rarely initially in interval form.

> There are also, however, a very large number of social variables that can be measured at an ordinal level, but not necessarily at an interval or ratio level. Attitudes, status variables, and a diverse variety of specific variables can be given as examples. The question has arisen whether these variables, when measured with ordinal procedures whose logic calls for interval measurement; or whether such data analysis should be limited to techniques requiring only ordinal measurement (Acock, 1974, p. 427).

Baker (1966) advocated using the most powerful techniques of analysis which could theoretically be justified. Statisticians such as Anderson (1961), Bailey (1970), and Hays (1973) support this position, arguing that the level of measurement one can claim is a theoretical rather than a mathematical matter.

> With large sample size (say 100 or more) considerable random measurement error will only

> marginally affect the power of a test against a moderate to large delta. . .the power problem may be very serious in small group research and other analysis using very small samples (Acock, 1974, p. 428).

Since the sample in this research was large (122) and the use of a more powerful technique could be theoretically justified, an analysis of variance was used for the ordinal data. Tables 9-11 present results from the analysis of variance. No significant results occurred when the mean listing of values in the three groups (employed, non-employed and student) were compared. Aesthetics (p=.09) on the Clothing Value Scale and Physical Comfort (p=.09) on the Value Oriented Advertising Scale were the only measures which approached significance.

To further justify the use of analysis of variance a Chi square test for independence was used between employment groups and the values (Appendix E). No significant findings resulted except for Physical Comfort on the Value Oriented Advertising Scale (p=.02). The value of p in this analysis may have been affected by the number of empty cells in the contingency table, fifteen of the fourty-five cells were vacant. A large number of empty cells tends to inflate the x^2 value (Siegel, 1956).

Table 9

Analysis of Variance comparing mean ranking of Clothing Value Scale by employment groups. N=122.

Clothing Value Scale	Group Means			Mean Squares		
	Working	Non-working	Student	Between	Within	F-Ratio (Probability)
Physical Comfort	3.121	2.893	2.679	2.026	2.738	.740 (.479)
Economics	3.394	2.893	3.000	3.114	3.046	1.022 (.363)
Psychological Comfort	3.061	3.179	3.107	0.138	3.601	0.038 (.962)
Aesthetics	3.833	3.786	4.607	6.720	2.778	2.419 (.093)
Self Expression	4.288	4.750	4.179	2.757	2.293	1.202 (.304)
Social Acceptance	3.803	3.857	3.929	0.158	3.796	0.042 (.959)
Social Leadership	6.349	6.750	6.500	1.596	1.489	1.071 (.346)

df=2,119

Table 10

Analysis of Variance comparing mean ranking of

Value Oriented Advertising Scale by employment groups. N=122

Value Oriented Advertising Scale	Group Means			Mean Squares		F-Ratio (Probability)
	Working	Non-Working	Student	Between	Within	
Physical Comfort	2.480	3.125	3.107	6.125	2.534	2.417 (.094)
Economics	3,940	3.339	4.089	4.705	3.220	1.461 (.236)
Psychological Comfort	3.985	4.179	4.125	0.442	2.267	0.195 (.823)
Aesthetics	2.662	2.125	2.607	2.955	3.414	0.866 (.423)
Self Expression	4.408	4.946	4.464	2.970	3.023	0.982 (.377)
Social Acceptance	4.703	4.554	4.232	2.180	3.132	0.696 (.501)
Social Leadership	5.826	5.732	5.375	2.015	2.438	0.827 (.440)

df=2,119

Table 11

Analysis of Variance comparing mean ranking of Reasons for Purchase Scale by employment groups. N=122.

Reasons for Purchase Scale	Group Means			Mean Squares		F-Ratio (Probability)
	Working	Non-Working	Student	Between	Within	
Physical Comfort	2.621	2.107	2.500	2.609	1.775	1.470 (.234)
Economics	3.288	2.857	3.714	5.143	3.149	1.633 (.200)
Psychological Comfort	2.136	2.357	2.571	1.950	1.740	1.121 (.329)
Aesthetics	4.030	4.214	3.786	1.300	2.684	0.484 (.617)
Self Expression	4.258	4.286	3.821	2.139	1.987	1.077 (.344)
Social Acceptance	6.136	6.179	6.143	0.018	1.860	0.009 (.991)
Social Leadership	5.576	5.964	5.393	2.446	1.864	1.312 (.273)
df=2,119						

Acceptance-Rejection of Hypotheses

The first objective was to investigate the relationships between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase. The first four hypotheses were related to this objective and a Spearman Correlation Coefficient was used to test the degree of association between the measures.

Hypothesis 1.

H_0: There will be no significant correlation between the Clothing Value Scale and Reasons for Purchase.

H_A: There will be a significant correlation between the Clothing Value Scale and Reasons for Purchase.

A correlation coefficient significant at $p < .001$ resulted from this analysis. The null (H_0) hypothesis therefore, was rejected and the alternate accepted. This measure was used to obtain a type of validity measurement for the Clothing Value Scale, which measures inferred values, while the Reasons for Purchase scale deals with a more concrete measure of the value hierarchy.

Hypothesis 2.

H_0: There will be no significant correlation between the Clothing Value Scale and the Value Oriented Advertising Scale.

H_A: There will be a significant correlation between

the Clothing Value Scale and Value Oriented Advertising Scale.

A correlation coefficient significant at the $p < .001$ level resulted. The null hypothesis, therefore was rejected and the alternate was accepted.

Hypothesis 3.

H_O: There will be no significant correlation between the Reasons for Purchase and the Value Oriented Advertising Scale.

H_A: There will be a significant correlation between the Reasons for Purchase and the Value Oriented Advertising Scale.

A correlation, significant at $p < .001$ resulted from this analysis. The null hypothesis was rejected and the alternative was accepted.

Hypothesis 4.

H_O: There will be no significant correlations among the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase.

H_A: There will be a significant correlation between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase.

The correlation coefficient was significant at $p < .001$. The null hypothesis was rejected and the alternate was accepted.

The second objective of this study was to investigate

the relationships between selected clothing values and social status. The next four hypotheses are related to this objective. A Pearson Product Moment Correlation was used for hypotheses five through eight.

Hypothesis 5.

H_O: There will be no significant relation between socio-economic status and the position of the aesthetic value in the rank order formation.

H_A: There will be a significant direct relation between high socio-economic status and the position of the aesthetic value in the rank order formation.

A significant inverse correlation of $p < .002$ resulted when socio-economic status was correlated with the position of the aesthetics value. The null hypothesis, therefore was rejected and the alternate hypothesis was accepted.

Hypothesis 6.

H_O: There will be no significant relation between the socio-economic status and the position of the social leadership in the rank order formation.

H_A: There will be a significant direct relation between high socio-economic status and the position of the social leadership value in the rank order formation.

Based on the results of the Pearson Product Moment Correlation an association of $p < .022$ resulted in this case.

The null hypothesis, therefore was rejected and the alternate was accepted.

Hypothesis 7.

H_O: There will be no significant relation between socio-economic status and the position of social acceptance in the rank order formation.

H_A: There will be a significant inverse relation between socio-economic status and the position of social acceptance in the rank oder formation.

No significant correlation was found between socio-economic status and social acceptance. The null hypothesis, therefore failed to be rejected.

Hypothesis 8.

H_O: There will be no significant relation between socio-economic status and the position of the economics value in the rank order formation.

H_A: There will be a significiant inverse relation between socio-economic status and the position of the economics value in the rank order formation.

No significant correlation resulted when socio-economic status was compared to the position of the econonics value; therefore, the null hypothesis failed to be rejected.

Hypothesis 9.

H_O: Rank ordering of values will not differ accord-

ing to employment status.

H_A: Rank ordering of values will differ according to employment status.

Based on analysis of variance no significant difference was discerned in value orientation when the mean value rankings among employment groups were compared. The null hypothesis failed to be rejected.

CHAPTER V

INTERPRETATION

Kluckhohn's concept of Dominant and Varied Value Orientations provided the theoretical framework for this study. The interpretation of the data will be structured in relation to the theoretical framework, the two objectives for the study and the hypotheses formulated.

The first objective was to investigate the relationships between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase. The first four hypotheses were related to this objective. The findings suggest that a strong association exists between the measures. The three different measures evaluated the same variables from three viewpoints; a significant correlation between the measures indicated that the value hierarchy was related, and stable, even when it was approached in different forms. The results of the first four hypotheses support Kluckhohn's contention that a dominant value exists for each individual. The mean ranking of values, however (Figure 1) indicates that the dominant value varied significantly from one individual to another. The only exception was social leadership which was ranked consistently high, indicating lack of importance in the hierarchy. A partial explanation for this might exist in

Rogers' (1962) theory of fashion diffusion. Only a small percentage of the population are leaders. Consequently, it would be expected that the leadership value in clothing would not be ranked proportionately as important as the other values. The social acceptance value presented the largest variation of rankings. The mean ranking for social acceptance on the Clothing Value Scale was lower (more important) than on the Value Oriented Advertising Scale, and social acceptance was the lowest of all on the Reasons for Purchase scale. It could be hypothesized that in a society that values self expression it would not be socially desirable to rate social acceptance high on the continuum. On the Clothing Value Scale it was more difficult for the respondent to detect that social acceptance was being measured, since the value was masked by the paragraph, whereas on the Reasons for Purchase Scale it was evident which statement measured the social acceptance value.

This research supported Kluckhohn's theoretical framework; it appears that values are part of a rank order formation which guide man's decisions. Those values vary in importance from individual to individual yielding a dominant but varied value structure.

The second objective for this study was to investigate the relationships between selected clothing values and social status. A significant correlation resulted when

socio-economic status was correlated with the position of the aesthetics value. This is understandable since those individuals from higher socio-economic groups might use clothing as a creative outlet (Bjorngaard, 1962; Creekmore, 1931). In Lapitsky's (1961) study, aesthetics was found to be the highest ranked value. In this research however, aesthetics did not receive the highest mean ranking. Social leadership was found to be more important to those individuals from high socio-economic groups. This substantiated research by Coblinger (1950), Creekmore (1963), Gates (1960), Veblen (1912), and Vener (1953) which indicated that those individuals from high SES were interested in clothing as a means of differentiating themselves from the populace. No significant correlation was found between social acceptance and socio-economic status. This result failed to support Gates' (1960) findings that socio-economic status influenced the value placed on social acceptance. The mean for SES in this research study (46.18) was higher than the mean in Blishen's (39.20) study. This may have been an intervening factor in the results. Individuals in this study lowest on SES may actually have been from the lower middle class, rather than actually from the lower class. The position of the economics value did not appear to be associated with socio-economic status. This finding may have been influenced by the skew to the right of the distribution for SES.

Analysis of variance yielded no significant differences among subjects with different employment status (employed, non-employed, student) on value orientation. In only two instances did the means for value rankings differ at a level approaching significance (Table 9 - 11). On the Clothing Value Scale the aesthetics value reached a significance level of $p < .093$. The mean ranking of aesthetics for students was considerably higher (less important) than that for non-working or working women. This might be explained in part by the relation which existed for hypothesis 5. In this case those individuals from high socio-economic levels valued aesthetics more than those individuals from lower levels. Since students might be considered to be, at least temporarily, of a lower economic level than other groups, it might be anticipated that students would rank aesthetics lower on the continuum than their counterparts.

The second area in which a difference among employment groups approached significiance was on physical comfort on the Value Oriented Advertising Scale. Here the significance level was $p < .094$. In this case the employed women ranked physical comfort the lowest (most important); students ranked it the second lowest, and the unemployed women gave it the least importance. Again the life styles of the groups involved might possibly offer an explanation for this difference.

CHAPTER VI

SUMMARY AND RECOMMENDATIONS

The purpose of this study was to investigate the relationship of clothing values to consumption. Clothing values were explored as a viable avenue to predict the consumer's advertising preferences and eventually the entities which prompt purchases. In a segmentation analysis several criteria are necessary for evaluating the usefulness of the proposed market segmentation. These criteria are: that the variable be divisible into segments, measurable, accessible to the firm's promotional activities and should lead to increased profits from segmentation.

The sample consisted of 122 women encountered in a shopping situation. Three instruments were administered, the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase Scale. A background questionnaire was used to obtain the age, occupation of the subject and the subject's spouse or father's occupation if they were living in their home.

The theoretical framework for this study was developed from Kluckhohn's theory of Dominant and Varied Value Orientations. Values are rank order entities which guide man's decisions in life. When an individual is presented with a forced choice decision the position of the values guiding

the decision will determine the outcome. Values might therefore indicate a means of dividing the market into segments which are measurable (Clothing Value Scale), accessible to the firm's promotional activities (Value Oriented Advertising Scale), and which might lead to increased profits through segmentation (Reasons for Purchase).

The first objective of this study was to investigate the relationship between the Clothing Value Scale, Value Oriented Advertising Scale and Reasons for Purchase. The first four hypotheses were formulated to fulfill this objective. A correlation of $p < .001$ resulted for each of the first four hypotheses, indicating that a strong relationship did exist. This supported Kluckhohn's theory of Dominant and Varied Value Orientations.

The second objective was to investigate the relationships between clothing values and social status. Hypotheses 4-9 were formulated to fulfill this objective. A significant correlation resulted when aesthetics and social leadership were associated with social status. Those individuals from the higher socio-economic groups value both aesthetics and social leadership more than individuals from the lower socio-economic classes. Social acceptance and economics showed no significant correlation with socio-economic status. The distribution of the group on SES was skewed to the right indicating that there were fewer individuals in the lower socio-economic groups than might be expected. No significant differences were found between

the value ranking of employed women, non-employed women and students.

Recommendations

On the basis of this study, a number of recommendations for further research were formulated:

1. The design of this study did not allow the researcher to control external distractions. The testing was done in the mall area of a shopping area, and the noise complications varied on each testing day. Elimination of the external stimuli may have been beneficial to maintain research design unity.

2. A research study involving actual mass media advertisements should prove not only interesting but enlightning. The subject may find it easier, and more relevant to react to actual clothing items rather than to an undifferentiated product such as used in this study.

3. A socio-economic index is needed which takes female occupation into the status analysis. It appears that available indices are biased as to the importance of the male occupation.

4. A longitudinal study (a study carried on over several years) evaluating clothing values would be helpful in determining if Kluckhohn's theory, that values are relatively stable over time, is accurate.

5. As indicated by the mean ranking of values (Figure 1) subsequent studies are needed to determine why the psycho-

logical comfort measures and the social acceptance measures are so discrepant. Conceivably, all three of the instruments should be evaluated on the social acceptance scale.

6. Additional studies could include male clothing consumption practices. A reliable instrument should be developed to include this sector.

7. An expansion of areas for testing in the city would produce a more reliable cross sample of consumers.

This research was structured around a theoretical framework and two objectives. The theory of Dominant and Varied Value Orientations was supported. The objectives, to investigate the relationships between the three instruments and to investigate the relationship of social status to clothing values, were fulfilled.

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APPENDICES

APPENDIX A

Appendix A

Clothing Value Scale

Please rank these women's stories in the order which you feel is most like you. Give the story which you like the best a 1 and the story which you like the least the 7, the other stories should be numbered between 1 and 7.

_____ Sue enjoys people and hopes that people will like her. She believes that clothing plays an important role in helping an individual adapt to a social situation. Sue attempts to dress appropriately for situations whether it is a barbecue or a job interview.

_____ Sandy believes that a good wardrobe does not need to be expensive. She is very careful to buy most of her clothing during the off season when it is on sale. Sandy is cautious about buying garments which must be dry cleaned or require a lot of care. She is proud of her ability to combat inflationary prices, and more over, plans ahead to save time.

_____ Pam looks for clothing which gives her "peace of mind." She believes that clothing should give you a "psychic" boost, or make you feel mentally relaxed. There are different colors which Pam feels makes her feel better about herself. Clothing should make the wearer feel good.

Appendix A: Clothing Value Scale cont.

_____Debby is very concerned about how clothing feels when you are wearing it. Clothing must fit right and feel right. She shuns styles which impair movement, even if they are in style. She feels that clothing could and should be a "second skin."

_____Candy always tries to look outstanding. Friends often ask Candy for her opinion on fashion. She would rarely buy a garment which is commonplace; if it isn't going to rate compliments it isn't worth the money. Candy is the kind of girl who likes to be noticed.

_____Ann maintains that beauty should always be expressed in clothing. If the design and color of a garment does not transmit a feeling of attractiveness, she would not purchase it. Color, lines and design are important to Ann in choosing clothes.

_____Nancy attempts to tell others about herself through clothing. Nancy sees clothing as a statement to society about her feelings and personality. She believes that clothing is very intimate and must be selected to fit one's personality.

APPENDIX B

Appendix B

Value Oriented Advertising Scale

Please choose the statements which you like best for each of the advertisements. You have 10 points to assign to each illustration, you may give one statement all 10 points OR you may divide the points and assign each statement some points. Give the statements which you like the best the most points. The number of points for each illustration must add up to 10 points.

EXAMPLE: If you like statement A best. . .

10 A.	7 A.	8 A.
0 B.	1 B.	2 B.
0 C.	2 C.	0 C.
= 10	= 10	= 10

Illustration: 1

____A. The clothes that move with you.

____B. Machine wash, tumble dry, ends the cares, the wheres, the why.

____C. The clothes with a reason, to make you feel good about yourself.

Illustration: 2

____A. You're gorgeous, feel great!

____B. Graceful lines, distinctive fit.

____C. To tell others who, where and what you are.

Appendix B. Value Orientated Advertising Scale cont.

Illustration: 3

_____A. It communicates. . .about you.

_____B. The right thing to wear anywhere, anyplace.

_____C. Clothing that is carefree, to give you time for things that matter.

Illustration: 4

_____A. The fit that goes where you do.

_____B. Get what you pay for. . .and more, much more.

_____C. A dream come true, and its you. . .the only one in the crowd.

Illustration: 5

_____A. Standing, sitting, walking, you'll feel the difference.

_____B. It makes you feel like a natural woman.

_____C. Stand out and be noticed. . .and noticed. . . and. . .

Illustration: 6

_____ The line, design and form of a fine creation.

_____B. Be a part of the fun.

_____C. To make you the greatest show on earth.

Illustration: 7

_____A. Clothes with style, fit and form.

_____B. Your friends will approve, especially the males.

_____C. It's you. . .uniquely.

APPENDIX C

Appendix C

Reasons for Purchase

What is your most recent clothing purchase? _____

How much influence did each of these reasons have on your purchase? Please rank the seven reasons from the most influential to the least influential. Give number 1 to the most important reason and number the rest to indicate the positions of the other six reasons.

I bought this garment because it. . .

_____indicates something about my personality to others.

_____is beautiful.

_____was a good buy. (Economical and easy to care for).

_____makes me feel good when I put it on.

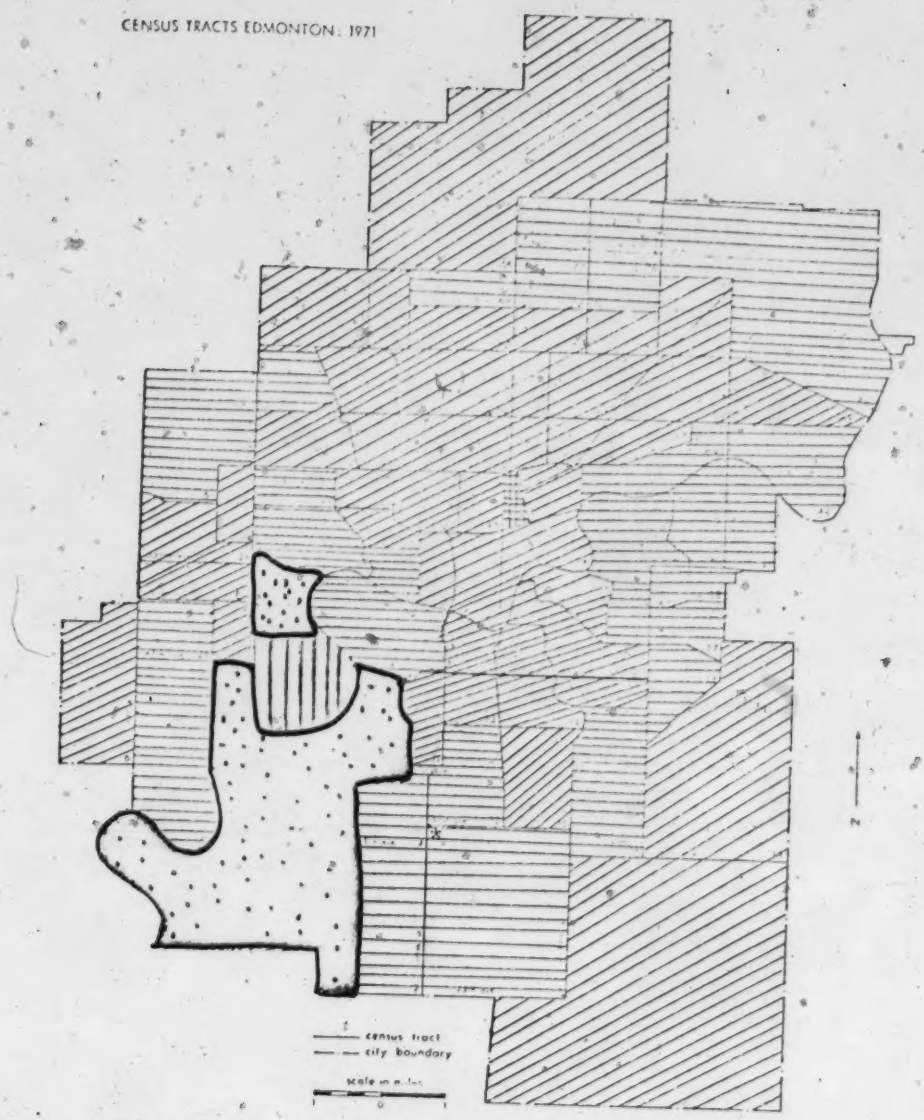
_____is comfortable, physically.

_____will make other people notice me.

_____will make me look like my friends. It will help me to fit into the group.

APPENDIX D

Appendix D



*Southgate Shopping Center

= > $20,000

= 15,100 - 20,000

= 10,100 - 15,000

= 5,100 - 10,000

= <5,100

APPENDIX E

Table 12

Chi Square Test of Independence

between Employment Status and Physical Comfort

on the Clothing Value Scale. N=122

Physical Comfort Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	12	21	8	7	10	6	2	66
Non-Working	5	7	8	4	2	2	0	28
Student	7	9	5	3	1	3	0	28
Column Total	24	37	21	14	13	11	2	122

$\chi^2 = 9.007$

df= 12

$p < .702$

Table 13

Chi Square Test of Independence

between Employment Status and Economics

on the Clothing Value Scale. N=122

Economics Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	12	11	14	10	10	5	4	66
Non-Working	8	6	5	3	2	4	0	28
Student	8	2	8	3	6	1	0	28
Column Total	28	19	27	16	18	10	4	122

$\chi^2 = 11.980$

df= 12

$p < .447$

Table 14

Chi Square Test of Independence

between Employment Status and Psychological Comfort

on the Clothing Value Scale. N=122

Psychological Comfort Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	20	14	3	14	7	2	6	66
Non-Working	6	5	6	4	4	2	1	28
Student	7	6	4	5	2	2	2	28
Column Total	33	25	13	23	13	6	9	122

$\chi^2 = 9.507$

df= 12

$p \leq .659$

Table 15

Chi Square Test of Independence between Employment Status and Aesthetics on the Clothing Value Scale. N=122

Aesthetics Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	8	7	9	18	12	12	0	66
Non-Working	3	3	8	5	3	4	2	28
Student	3	1	1	6	8	6	3	28
Column Total	14	11	18	29	23	22	5	122

$\chi^2 = 17.246$

df= 12

$p < .141$

Table 16

Chi Square Test of Independence

between Employment Status and Self Expression

on the Clothing Value Scale. N=122

Self Expression Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	5	1	17	10	16	14	3	66
Non-Working	2	1	0	6	11	6	2	28
Student	1	2	6	8	4	7	0	28
Column Total	8	4	23	24	31	27	5	122

$\chi^2 = 16.780$

df= 12

$p < .158$

Table 17

Chi Square Test of Independence

between Employment Status and Social Acceptance

on the Clothing Value Scale. N=122

Social Acceptance Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	10	12	11	7	6	14	6	66
Non-Working	4	6	0	6	4	8	0	28
Student	2	7	4	2	6	5	2	28
Column Total	16	25	15	15	16	27	8	122

$\chi^2 = 14.275$

df= 12

$p < .284$

Table 18

Chi Aquare Test of Independence

between Employment Status and Social Leadership

on the Clothing Value Scale. N=122

Social Leadership Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	1	1	3	0	5	9	47	66
Non-Working	0	0	1	0	1	1	25	28
Student	0	1	0	1	1	4	21	28
Column Total	1	2	4	1	7	14	93	122

$\chi^2 = 10.239$

df= 12

$p < .595$

Table 19

Chi Square Test of Independence between Employment Status and Physical Comfort on the Value Oriented Advertising Scale. N=122.

Physical Comfort Ranking

Employment Groups	1.0	1.5	2.0	2.5	3.25	3.50	3.75	4.0	4.5	5.00	5.25	5.50	6.0	6.50	7.0	Row Total
Working	16	3	24	3	3	1	0	7	1	5	1	1	0	0	1	66
Non-Working	1	2	7	0	8	0	1	6	0	0	0	1	1	1	0	28
Students	6	3	6	0	4	0	0	1	0	2	0	1	2	0	3	28
Column Total	23	8	37	3	15	1	1	14	1	7	1	3	3	1	4	122

$\chi^2 = 45.807$

df = 28

$p < .018$

Table 20

Chi Square Test of Independence between Employment Status and Economics on the Value Oriented Advertising Scale. N=122.

Employment Groups	Economics Ranking															
	1	1.5	2	2.5	3	3.25	3.5	3.75	4	4.5	5	5.5	6	6.5	7	Row Total
Working	5	0	7	2	13	1	1	6	7	4	4	0	8	1	7	66
Non-Working	3	3	4	2	3	0	0	2	3	1	2	2	0	3	0	28
Student	2	1	4	1	3	0	0	0	5	2	1	1	4	0	4	28
Column Total	10	4	15	5	19	1	1	8	15	7	7	3	12	4	11	122

$X^2 = 33.468$

df= 28

$p < .219$

Table 21

Chi Square Test of Independence between Employment Status and Psychological Comfort on the Value Oriented Advertising Scale. N=122.

Psychological Comfort Ranking

Employment Froups	1	1.5	2	2.5	3	3.25	3.5	3.75	4	4.5	5	5.5	6	6.5	7	Row Total
Working	4	1	4	3	6	1	1	8	12	3	12	0	8	2	1	66
Non-Working	3	0	2	0	3	0	0	0	7	1	1	6	4	1	0	28
Student	1	1	1	0	6	0	0	1	6	1	5	2	2	2	0	28
Column Total	8	2	7	3	15	1	1	9	25	5	18	8	14	5	1	122

$\chi^2 = 33.721$

$df = 28$

$p < .210$

Table 22

Chi Square Test of Independence between Employment Status and Aesthetics on the Value Oriented Advertising Scale. N-122.

Aesthetics Ranking

Employment Groups	1	1.5	2	2.5	3	3.25	3.50	4	4.5	5	5.5	6	6.5	7	Row Total
Working	28	1	6	3	4	1	4	4	2	6	2	3	1	1	66
Non-Working Student	14	5	3	1	1	0	0	0	0	0	0	1	1	2	28
	11	2	3	1	2	0	1	2	1	1	1	3	0	0	28
Column Total	53	8	12	5	7	1	5	6	3	7	3	7	2	3	122

$\chi^2 = 24.480$

df= 26

$p < .549$

Table 23

Chi Square Test of Independence between Employement Status and Self Expression on the Value Oriented Advertising Scale. N=122.

Self Expression Ranking

Employment Groups	1	2	2.5	3	3.25	3.5	3.75	4	4.5	5	5.2	5.5	6	6.5	7	Row Total
Working	5	3	2	6	1	1	7	6	4	9	1	1	11	2	7	66
Non-Working	1	2	0	3	0	0	1	2	1	2	0	4	7	1	4	28
Student	1	4	1	4	0	0	1	0	2	5	0	0	4	4	2	28
Column Total	7	9	3	13	1	1	9	8	7	16	1	5	22	7	13	122

$\chi^2 = 29.121$

df= 28

$p < .406$

Table 24

Chi Square Test of Independence between Employment Status and Social Acceptance on the Value Oriented Advertising Scale. N=122

Social Acceptance Ranking

Employment Groups	1	1.5	2	2.5	3	3.5	4	4.5	5	5.25	5.5	6	6.5	7	Row Total
Working	4	2	3	1	5	6	6	2	6	1	3	10	10	7	66
Non-Working	1	0	3	0	2	1	6	1	5	0	2	1	3	3	28
Student	1	1	3	0	4	2	4	2	3	0	1	3	1	3	28
Column Total	6	3	9	1	11	9	16	5	14	1	6	14	14	13	122

$\chi^2 = 16.022$

df= 26

$p < .936$

Table 25

Chi Square Test of Independence between Employment Status and Social Leadership on the Value Oriented Advertising Scale. N=122

Social Leadership Ranking

Employment Groups	1	1.5	2	2.5	3	3.5	4	4.5	5	5.25	5.5	5.75	6	6.5	7	Row Total
Working	0	1	3	0	1	3	2	2	1	4	1	1	13	10	24	66
Non-Working	0	0	1	1	1	1	0	0	0	4	0	2	5	5	8	28
Student	1	0	2	1	1	1	1	2	0	2	0	0	5	1	11	28
Column Total	1	1	6	2	3	5	3	4	1	10	1	3	23	16	43	122

$\chi^2 = 20.670$

df= 28

$p < .839$

Table 26

Chi Square Test of Independence

between Employment Status and Physical Comfort

on the Reasons for Purchase Scale, N=122

Physical Comfort Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	14	25	13	6	4	2	2	66
Non-Working	6	15	5	2	0	0	0	28
Student	6	11	5	5	0	0	1	28
Column Total	26	51	23	13	4	2	3	122

$\chi^2 = 9.115$

df= 12

$p < .693$

Table 27

Chi Square Test for Independence between Employment Status and Economics on the Reasons for Purchase Scale. N=122

Economics Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	15	8	17	8	9	5	4	66
Non-Working	7	3	10	5	2	0	1	28
Student	6	3	3	3	8	4	1	28
Column Total	28	14	30	16	19	9	6	122

$\chi^2 = 13.161$

df= 12

p < .358

Table 28

Chi-Square Test of Independence

between Employment Status and Psychological Comfort

on the Reasons for Purchase Scale. N=122

Psychological Comfort Ranking

Employment Groups	1	2	3	4	5	6	Row Total
Working	27	15	17	4	1	2	66
Non-Working	10	7	5	3	3	0	28
Student	9	5	7	4	2	1	28
Column Total	46	27	29	11	6	3	122

$\chi^2 = 7.581$

df= 10

$p < .670$

Table 29

Chi Square Test of Independence between Employment Status and Aesthetics on the Reasons for Purchase Scale. N=122

Aesthetics Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	6	8	7	14	22	6	3	66
Non-Working	2	1	4	11	5	2	3	28
Student	3	4	7	4	5	2	3	28
Column Total	11	13	18	29	32	10	9	122

$\chi^2 = 13.310$

df= 12

$p < .347$

Table 30

Chi Square Test of Independence

between Employment Status and Self Expression

on the Reasons for Purchase Scale. N=122

Self Expression Ranking

Employment Groups	1	2	3	4	5	6	7	Row Total
Working	3	4	5	27	17	8	2	66
Non-Working	3	1	2	4	15	3	0	28
Student	3	3	4	9	5	3	1	28
Column Total	9	8	11	40	37	14	3	122

$\chi^2 = 15.932$

df= 12

$p < .194$

Table 31

Chi Square Test of Independence

between Employment Status and Social Acceptance

on the Reasons for Purchase Scale. N=122

Social Acceptance Ranking

Employment Groups	1	3	4	5	6	7	Row Total
Working	1	4	4	4	15	38	66
Non-Working	0	2	2	1	7	16	28
Student	1	2	0	2	6	17	28
Column Total	2	8	6	7	28	71	122

$\chi^2 = 3.450$

df= 10

$p < .969$

Table 32

Chi Square Test of Independence

between Employment Status and Social Leadership

Employment Groups	Social Leadership Ranking 2	3	4	5	6	7	Row Total
Working	6	3	2	9	28	18	66
Non-Working	1	0	1	3	15	8	28
Student	2	0	3	7	12	4	28
Column Total	9	3	6	19	55	30	122

$\chi^2 = 10.200$

df= 10

$p < .423$

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